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Light At End Of Tunnel For Bike Industry, Asserts European Bicycle Industry Group

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The bicycle industry is over the worst of the recent drop in sales, predicts an industry body ahead of next week's Eurobike trade show being held in Frankfurt, Germany.

A report published ahead of the expo by CONEBI, the Confederation of the European Bicycle Industry, says that overstock issues "might be resolved" next year.

However, the report reveals that employment within the cycling industry fell by 5.5% across Europe.

CONEBI is an umbrella organization that represents national bike industry associations across Europe.

The organization's report said the post-pandemic slump experienced by the cycling market peaked in 2023 and provided a "reset" moment for the global industry.

EU policies to promote cycling will be essential to boost the cycling industry, said the report which stated that the industry has still grown long-term over the past decade, especially with the growth in e-bike sales.

"Effective policies at the European level, within the framework of the European Green Deal and of a solid EU Industrial Strategy—like the recent European Declaration on Cycling and the report on the Transition Pathway of the Mobility Industries—are essential to boost both cycling and the cycling industry across Europe," said CONEBI president Massimo Panzeri.

In 2023, total bicycle sales in Europe fell from 14.7 million to 11.7 million. Even e-bike sales dropped, albeit less dramatically, dropping by 400,000 to 5.1 million.

CONEBI's report stresses that investments in production capacity continued with new factories and warehouses being built in several EU countries. These investments totalled over $2 billion, about the same as in 2022, proving "continued confidence and dedication to growth," says the report.

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